Grinnell College used GiveCampus to quickly deploy volunteer outreach in response to a crisis

THE CHALLENGE

Empower volunteers to quickly engage the Grinnell community

When Covid-19 hit, Grinnell's advancement team faced two challenges: supporting the community with emergency funding and pivoting their spring solicitation strategy to match the moment.

One of the first institutions to send their students off-campus for their safety, the College covered costs for plane tickets, rental cars, computers, Internet access, and other critical resources students required for the transition to remote learning. Grinnell's advancement team needed to share the right messaging with their community, provide immediate financial relief, and move quickly.

THE SOLUTION

Deliver personalized outreach at scale

Not long after the pandemic arrived, volunteers began stepping up and asking for ways they could help support the Grinnell community. Within 48 hours of deciding to go remote, the advancement team rolled out the Support our Students (SOS) fund.

They also decided to double down on their volunteer strategy for the spring, leveraging the GiveCampus platform to get personalized, meaningful messaging out to alumni. They replaced their spring solicitation letter with email templates that volunteers could quickly personalize and send right from the **GC Volunteer Management** dashboard—both to provide a compassionate check-in with alumni and also to communicate about the SOS fund.

Mary Zug
Assistant Director of Annual Giving

"We decided that our messaging would come across as so much more personal coming from volunteers using the GiveCampus platform than through our bulk email system."

GIVECAMPUS

THE RESULTS

Volunteers sent nearly 16,000 emails over the course of 10 weeks

Grinnell has been using GiveCampus since 2017—and it's since become the go-to communications strategy for all of their volunteer programs. "Before we could even load emails into the system, our volunteers were using it to send personal messages out about the emergency fund—very soon after we rolled it out, we had gifts totaling more than $100,000. "

Like many schools, Grinnell relied on Google Docs before they transitioned to GC Volunteer Management. Prior to GiveCampus, volunteers had to look up information about their assignments in shared Docs and then use their personal email systems for outreach. And, as Zug pointed out, there wasn't much visibility or accountability between volunteers and the advancement office.

Today, more than 100 seasoned Grinnell volunteers use GiveCampus, and 84 percent of the constituents who made gifts to Grinnell in spring 2020 were assigned using the system.

Grinnell volunteers love the GiveCampus dashboard because it:

- Provides easy access to information about their assignments and their giving history.

- Enables volunteers to receive responses from their classmates and build relationships.

The Grinnell advancement team loves the GiveCampus volunteer management solution because it:

- Automatically notifies volunteers when an assignment makes a gift, so volunteers are always up to date and can steward donors in a timely fashion.

- Requires volunteers to log in for access and enables administrators to set custom roles and permission for an added layer of security.

- Streamlines communication with volunteers and empowers them to be self-sufficient with outreach.

- Gives staff more time to connect with volunteers and get meaningful feedback.

- Allows staff to track volunteer engagement on the fly to understand which volunteers are most engaged and which assignments are receiving messages.

Discover how GiveCampus can help your school raise more dollars from more donors with less effort.

To schedule a demo, please visit: info.givecampus.com/schedule

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